**EVALUATING WEB PAGES CHECKLIST**

**QUESTIONS TO ASK WEB SEARCH RESULTS**

WHAT'S AT STAKE? HOW RELIABLE DOES MY INFORMATION HAVE TO BE?

o "Good enough" is good enough Involves money, laws, health Acceptable to my instructor

WHAT CAN THE URLS TELL YOU, IN THE SEARCH RESULTS LIST?

o Who "published" it? Look at the URL up to first /

o Is it a personal page? Look for **~ % members aol geocities users**

o What type of organization is behind it? Would limiting to certain types help? **site:org OR site:gov**

o non-profit (**org**) univ/college (**edu**) gov/t (**gov, mil, us**) a business (**com**) foreign (**uk, jp**,

etc.)

WHAT CAN THE PERIMETER OF THE PAGE TELL ME?

o Who or what agency is the **author**?

o What **values** do they stand for?

o What are their **credentials**? What right to offer an opinion? Why believe them?

o What is their **bias**?

**"About us" "Sponsors" "Philosophy" "Biography" "Who am I" No background info**

**If none of the above, truncate back the URL one / at a time.**

o Is it current/recent enough?

**Last updated date old Date in a news site too old Date in URL may help No date**

DOES THE CONTENT APPEAR GOOD QUALITY?

o Are **sources documented** in footnotes, or links outside that work?

o **Links to more information**? Any **dead links**?

o Links to **other points of view**?

o Black/violent background or other evidence of **hype/trash/ranting**?

WHAT DO OTHERS SAY ABOUT THE PAGE?

o Who links to it? Who owns it? Paste the URL into **http://alexa.com**

o **Google the author's name** and see what company you're in

WHY WAS IT PUT ON THE WEB? WHAT IS THE PURPOSE OF THE PAGE?

**inform with facts/data? share/disclose? entice/sell? explain/persuade? dupe/rant/satire?**

OTHER SEARCH ENGINES FOR SECOND OPINIONS:

o **search.yahoo.com**

o **ask.com**

TRY IN SUBJECT DIRECTORIES – SMALLER, CHOSEN BY HUMANS, NOT COMPUTER ROBOT PROGRAMS

o **Infomine** (http://infomine.ucr.edu)

o **Librarians' Internet Index** (http://lii.org)

o **Google Directory** (http://directory.google.com)